

Douglas County
RECREATION & TOURISM PLAN

**AN ELEMENT OF THE 2020 COMPREHENSIVE
MASTER PLAN**

Douglas County Community Development
Planning Division

Douglas County, Colorado
Adopted by the
Douglas County Planning Commission
November 22, 2004

TABLE OF CONTENTS

<i>Introduction</i>	3
<i>Background</i>	3
<i>Research Summary</i>	4
<i>Public Participation</i>	4
<i>Document Format</i>	5
<i>Definitions</i>	6
 <i>Section 1: Goals and Objectives</i>	7
<i>Objective 1</i>	7
<i>Objective 2</i>	9
<i>Objective 3</i>	10
 <i>Section 2: Research and Supporting Data</i>	11
<i>Overview of Benefits</i>	11
<i>Context of Recreation & Tourism in Colorado</i>	14
<i>Context of Recreation & Tourism in Region and Douglas County</i>	15
<i>Douglas County's Role & Potential</i>	19
<i>Existing Support for Recreation & Tourism</i>	20
 <i>Section 3: Existing Resources & Inventories</i>	24
<i>At a Glance</i>	24
Inventory Matrix	Appendix A
Maps	Appendix B-H
 <i>Conclusion</i>	25

INTRODUCTION

Background

In 2002, the Colorado General Assembly enacted House Bill 01S2-1006 requiring certain local governments, including Douglas County, to adopt a recreation and tourism element within their Master Plan. Specifically, House Bill 01S2-1006 requires counties to "provide for the recreation and tourism needs of residents and visitors through dedicated and delineated areas." To comply, Douglas County has created this recreation and tourism assessment to identify current opportunities and future needs. This assessment meets the intent of House Bill 01S2-1006, and hereby adopted as a sub-section of the *Douglas County 2020 Comprehensive Master Plan*. This Recreation and Tourism Plan (RTP) establishes a foundation for future recreation and tourism planning.

Douglas County's *Comprehensive Master Plan; Parks, Trails, and Open Space Master Plan; Cultural Plan; Zoning Resolution; Subdivision Resolution; and Historic Preservation Board* generally support the recreation and tourism needs of County residents and visitors. This document expands and enhances the foundation already established by existing County policy and regulatory documents by focusing on key missing components.

The County's extensive natural resource base and rich rural heritage are the foundation of the existing recreation and tourism industry. Both private and public interests provide numerous recreation and tourism opportunities. These opportunities are generally outdoors-oriented, and include the following as a small sampling.

- | | | |
|--|--|---|
| <input type="checkbox"/> Golfing | <input type="checkbox"/> Site seeing | <input type="checkbox"/> Renaissance Festival |
| <input type="checkbox"/> Equestrian activities | <input type="checkbox"/> Museums | <input type="checkbox"/> High Prairie Farms |
| <input type="checkbox"/> Hiking | <input type="checkbox"/> Boating | <input type="checkbox"/> Elephant Rock Ride |
| <input type="checkbox"/> Biking | <input type="checkbox"/> Bird Watching | <input type="checkbox"/> Devil's Head Tower |
| <input type="checkbox"/> Fishing/Hunting | <input type="checkbox"/> Fine Dining | <input type="checkbox"/> Wildlife Museum |
| <input type="checkbox"/> Organized Sports | <input type="checkbox"/> Camping | <input type="checkbox"/> Douglas County Arts Festival |
| <input type="checkbox"/> Shooting Sports | <input type="checkbox"/> Parker Days | <input type="checkbox"/> Cherokee Ranch and Castle |
| <input type="checkbox"/> Motorized Recreation | <input type="checkbox"/> Douglas County Fair | |





Additionally, community groups, clubs, private vendors, and governments sponsor a variety of festivals and cultural activities.

This plan acknowledges that recreation and tourism support a full range of economic and social benefits, and recognizes that future development and continued success of existing venues depends on cooperation between public and private recreation interests, residents, and businesses. This plan also recognizes the link between land use decisions and recreation and tourism, and

provides goals intended to support future recreation and tourism development where appropriate.

Research Summary

A large amount of research was conducted to support the recommendations of this plan. This research led to a better understanding of the current conditions of recreation and tourism in the County, as well as the social, physical, emotional, and economic benefits of recreation and tourism. Research included the following:

-  Defining recreation and tourism;
-  Examining economic and social trends for Colorado;
-  Examining economic and social trends for neighboring jurisdictions; and
-  Reviewing criteria of successful recreation and tourism destinations.

Public Participation

To better understand recreation and tourism specific to Douglas County, a Technical Advisory Committee (TAC) was formed. The purpose of the TAC was to provide direct experience and knowledge throughout the creation of this document, and evaluate the recommendations of this plan for sufficiency and usefulness. The TAC helped identify trends within Douglas County, barriers to future development of recreation and tourism, and guided the policy base recommend by this assessment. The TAC consisted of private and public recreation and tourism interests including the following.

-  High Prairie Farms Equestrian Center
-  Renaissance Festival
-  South East Business Partnership
-  Douglas County Parks and Trails
-  Douglas County Open Space
-  Douglas County Cultural Council
-  Douglas County Historic Preservation Board
-  USDA National Forest Service: Pike National Forest
-  Colorado State Parks
-  Highlands Ranch Metropolitan District
-  South Suburban Parks and Recreation
-  Bear Dance Golf Club

The goals and objectives identified by this plan are based on research, input from the TAC, and comments from a variety of interests.

Document Format

The vision for this document was to create a concise and useful base of information by identifying current recreation and tourism opportunities within Douglas County, and future opportunities. This document is organized into three main sections.

Section 1: Goals and Objectives

This section establishes the goals and objectives of the plan, with supporting rationale.

The goal of the plan is to support and enhance current recreation and tourism opportunities with Douglas County, while building a framework for future collaboration.

It is intended that the goals and objectives will be implemented by a public/private partnership.

Section 2: Research and Supporting Data

Section 2 is a summary of the information used to identify and prioritize the policy recommendations of Section 1, and includes a detailed analysis of the economic and cultural benefits of recreation and tourism.

Section 3: Existing Resources and Inventories

The third section is a detailed inventory used to better understand the current state of recreation and tourism in the County. This comprehensive inventory includes both public and private recreation and tourism opportunities, and is an important first step in identifying all players that should be involved in future planning efforts.

Definitions

It is important in discussing recreation and tourism to establish basic definitions. Within this document the terms 'recreation' and 'tourism' are used interchangeably. It should be recognized that future-planning efforts that examine recreation and tourism at a more finite scale might find it necessary to examine each separately.

Recreation	The revitalization of the mind and body through physical or passive activity. ¹
Tourism	Traveling outside one's own community to seek out experiences different from one's everyday activities. Visitors can be attracted to an area for the experience of natural features such as climate, landforms, water, flora and fauna, or a variety of man-made features, such as recreation, culture, and heritage. ²
Cultural tourism	The pursuit of artistic enrichment inside or outside of one's community art, performing arts, science, educational experiences, entertainment, places of history, ethnicity, museums and galleries, and public art exhibits; and sites for entertainment, health, sports, and religion. ³
Heritage tourism	Traveling to experience the places and activities that authentically represents the stories and people of the past. ⁴
Recreation & tourism provider	Any public or private group, agency, or business that offers recreation and/or tourism opportunities, events, and experiences. ⁵

¹ Technical Advisory Committee Meeting December 4, 2004, derived through discussion.

² Gunn, C.A., Tourism Planning, 1994. pg. 5

³ Technical Advisory Committee Meeting December 4, 2004, derived through discussion.

⁴ Colorado Preservation Inc., Saving Places 2004 Conference, Economics of Heritage Tourism Lecture. Amy Webb, Heritage Tourism Program Director, National Trust for Historic Preservation, Wilson Martin, Assoc. Director of State Historic Preservation Officer, State of Utah.

⁵ Source: Technical Advisory Committee Meeting December 4, 2004, derived through discussion.

SECTION 1 GOALS and OBJECTIVES

GOAL: SUPPORT AND ENHANCE CURRENT RECREATION AND TOURISM OPPORTUNITIES, WHILE BUILDING A FRAMEWORK FOR FUTURE COLLABORATION.

OBJECTIVES:

1. FORM A PUBLIC/PRIVATE PARTNERSHIP TO FURTHER RECREATION AND TOURISM IN DOUGLAS COUNTY.
2. DEVELOP A STRATEGIC PLAN TO GUIDE FUTURE PLANNING EFFORTS.
3. SUPPORT THE PROVISIONS OF THE COUNTY'S *COMPREHENSIVE MASTER PLAN*, AND OTHER PLANS AND REGULATIONS.

Objective 1:

Form a public/private partnership to further recreation and tourism in Douglas County

RATIONALE

Partnerships are a tool recognized by all industries as a means for accomplishing similar goals and directives that would not be accomplished by single organizations acting alone. Partnerships benefit all parties and provide positive returns. A strongly held understanding reveals that the long-term viability of tourism depends on pooling the resources of both the public and private sectors. Partnerships can remove jurisdictional, agency, and political boundaries and unite providers with a common purpose and direction.

To date, there has been no single, collaborative effort to bring all providers together to develop a recreation and tourism program within the County. Further, there is no single, comprehensive source for information on public or private recreation and tourism opportunities within the County, and there is no single voice representing Douglas County interests at the table in regional or state discussions on recreation and tourism.

One goal of this document was to identify existing opportunities. Section 3 of this document is an inventory of public and private resources, as well as a list of functions, events, facilities, and other opportunities that are the basis of the existing recreation and tourism industry.

If Douglas County is going to fully realize the economic benefits that recreation and tourism offer, the providers in the County must form a partnership. This partnership must be capable of organizing, bringing all players to the table, and developing a comprehensive program that recognizes the value of existing sources, identifies future resources, and then works to draw visitors and users to facilities.

The County, along with providers and businesses that drive the recreation and tourism industry recognize the benefits of developing, enhancing, and promoting existing and future resources. A partnership is the necessary tool that can lay a foundation for the industry into the future.

IMPLEMENTATION MEASURES

- ☐ Create a Douglas County Recreation and Tourism Partnership
 - Utilize the experience and availability of the Douglas County Cultural Affairs Staff to initiate and direct this objective.
 - Work with private and public providers and the Douglas County Board of County Commissioners to establish a directive for this Partnership.
 - Identify and contact potential Partnership members that represent a wide range of private and public interests. Potential members of the Partnership should be willing/able to play an active role. Appendix A represents potential participants.
 - Outline how the identification of human and financial resources of partners will work and list additional organizations that could be resources.
- ☐ Create a near-term advisory committee until a Recreation and Tourism Partnership can be formed, using the availability of resources from both Douglas County and interested providers.
 - Identify barriers to effective communication, and identify methods for overcoming these barriers.
 - Work with private and public entities to disseminate information including programming and facility availability. Explore the creation of a collective website to promote existing facilities and events as an easy, inexpensive, first step.

Objective 2:

Develop a strategic plan to guide the establishment of a formal recreation and tourism program

RATIONALE

Partnerships will be able to address the largest barriers to successful coordination including political and physical boundaries, the lack of funding, and the lack of an image or brand that can be successfully marketed. Successful partnerships in other arenas, such as conservation networks, demonstrate that there is a collective benefit to be gained from pooling resources, and that resources need to be organized through a strategic plan.

It is, therefore, important to advocate the importance of creating a strategic plan, and to garner support and active participation from as many providers, organizations, and businesses as possible. A strategic plan can provide for the following:

- ☐ Eliminate duplicative efforts;
- ☐ Create a single, collective identity that can be mass marketed to residents, visitors, and investors;
- ☐ Identify existing and potential funding;
- ☐ Offer a centralized database for visitors, residents, and providers;
- ☐ Identify and prioritize common goals and objectives;
- ☐ Coordinate access and use of existing facilities and direct use to under-utilized facilities.

IMPLEMENTATION MEASURES

- ☐ Work with the Douglas County Cultural Affairs Staff and participating providers to develop a strategic plan.
- ☐ Explore the benefits of engaging a recreation and tourism planning consultant or facilitator.
 - Explore the availability of grants to fund the creation of the strategic plan.
 - Explore a partnership with university graduate programs to facilitate the creation of the strategic plan.
- ☐ Gather current goals and plans, and identify common needs, goals and objectives to assess the topics and needs that a strategic plan should address.
- ☐ Develop a coordinated marketing strategy.
 - Target Douglas County residents
 - Market Douglas County's strategic location between Denver and Colorado Springs

- ☐ Identify and prioritize funding mechanisms.
 - Identify private and public revenue sources that could be generated through recreation and tourism, and methods to reinvest those revenues into marketing, maintenance, management, acquisition, and appropriate expansion.
 - Explore public and private contributions and grants, and determine a funding source for the implementation of a strategic plan.
 - Identify ways to leverage existing resources as a funding mechanism.

Objective 3

Support the provisions of the County's Comprehensive Master Plan, and other plans and regulations.

RATIONALE

The County's existing plans and regulations adequately ensure that growth will continue to provide for the recreation and tourism needs of residents as the County continues to grow. The County's *Comprehensive Master Plan* preserves the rural character of much of the County by directing growth to designated urban areas. Recreation and tourism development should be directed to appropriate areas in the County, and should reflect the character of those areas. Recreation and tourism development in the nonurban areas should reflect the rural lifestyle of residents, while more intensive uses that demand greater provision of services belong in the urban areas of the County,

IMPLEMENTATION MEASURES

- ☐ Direct the development of recreation and tourism opportunities to suitable areas within the County based on adequate infrastructure, community character, and intensity of use by following urban and nonurban goals as outlined in the *Comprehensive Master Plan*.
- ☐ Support the policy aims of existing County plans by fostering the identification and development of appropriate recreational opportunities during development review.
- ☐ Encourage the evaluation of recreation and tourism opportunities during the development of open space management plans.
- ☐ Continue to evaluate the status of recreation and tourism, and update inventories, concurrent with the County's *Comprehensive Master Plan* updates.

SECTION 2: RESEARCH AND SUPPORTING DATA

Overview of benefits: Importance of Recreation & Tourism

CULTURAL VALUE

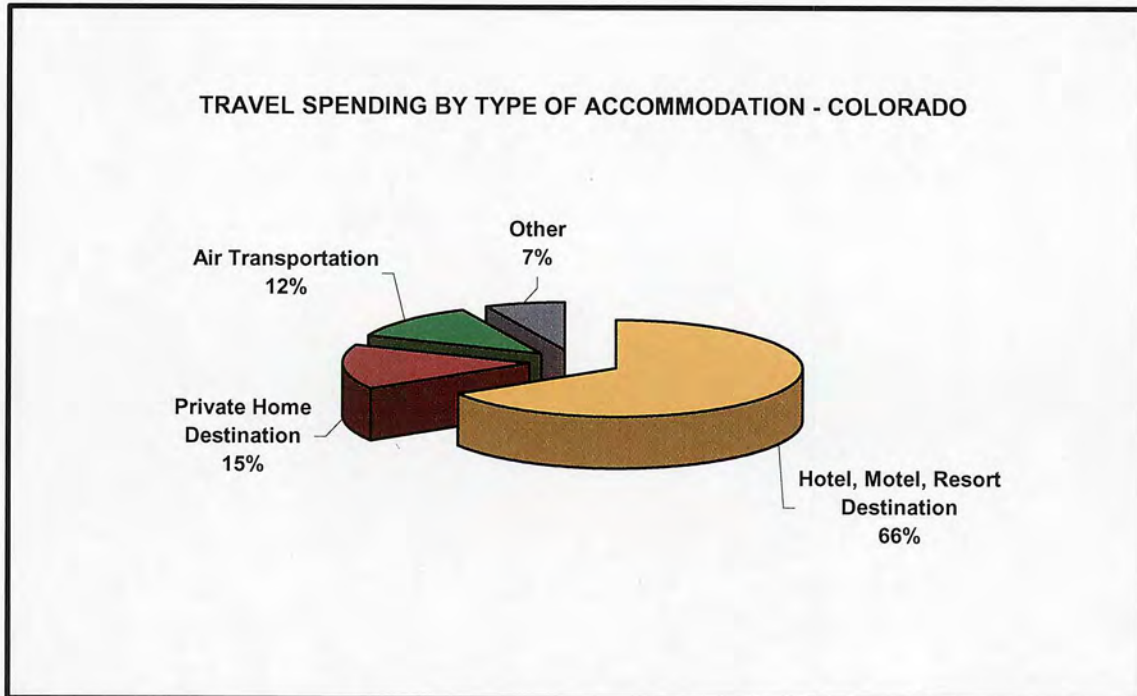
Opportunities for recreation and tourism exist within all communities. Most communities have some natural resource that provides outdoor recreational opportunities, as well as some history, heritage, or artistic specialty that is of cultural interest. These assets promote health and wellness, cultural exposure, education, and heritage preservation. Well-planned communities have developed their assets into a recreation and tourism industry that provides for social, physical, and emotional enrichment of its residents and visitors, while building community pride, preserving unique community characteristics, and expanding goods and services.

ECONOMIC VALUE

Recreation and tourism provide significant economic benefits within a community through the attraction of outside dollars to the local economy, and often utilize existing natural resources and amenities of place, environment, or culture. These amenities, which may exist naturally, or have developed as a by-product of human activity, can be marketed, resulting in an increase in spending in a local area. The resulting increases in spending directly pays for goods, services, and wages that would not exist absent specific tourism or recreation opportunities. Further, a fully developed, and diverse recreation and tourism industry can capture spending by local residents who might otherwise travel to other locations.

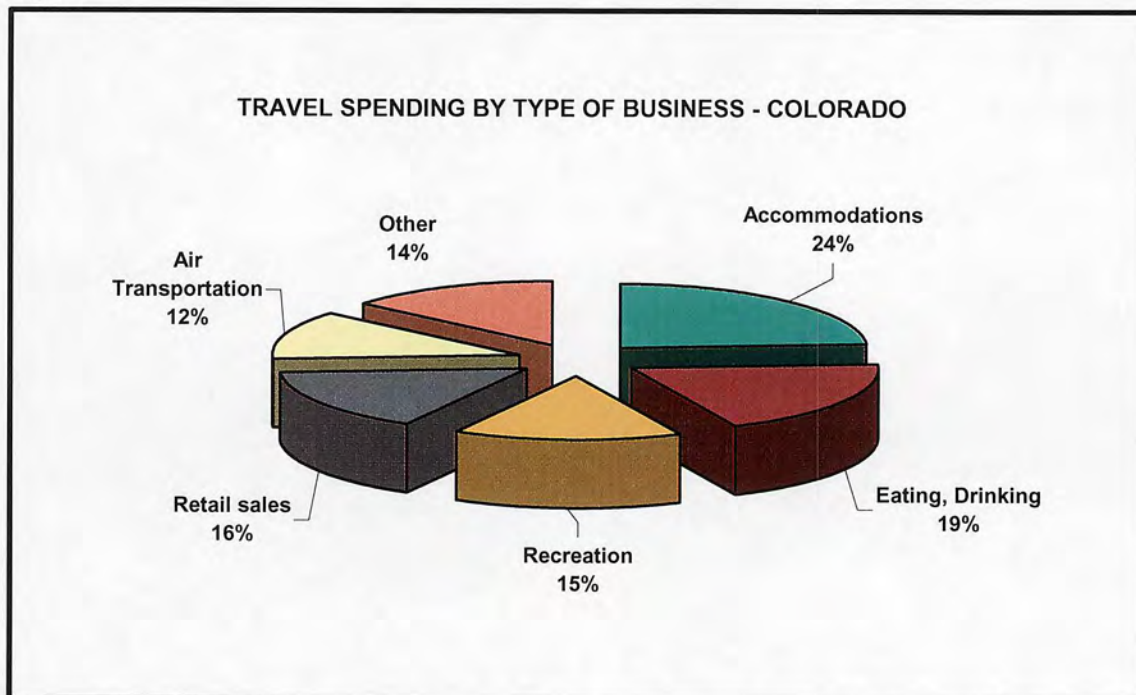
Figures 1-4 represent the economic value of tourism to the State of Colorado for the year 2000. Tourism spending supports and enhances various industries ranging from air transportation to retail sales, and generates statewide employment. Further, local and state government benefit from tax generation through the sales of goods and services.

Figure 1.



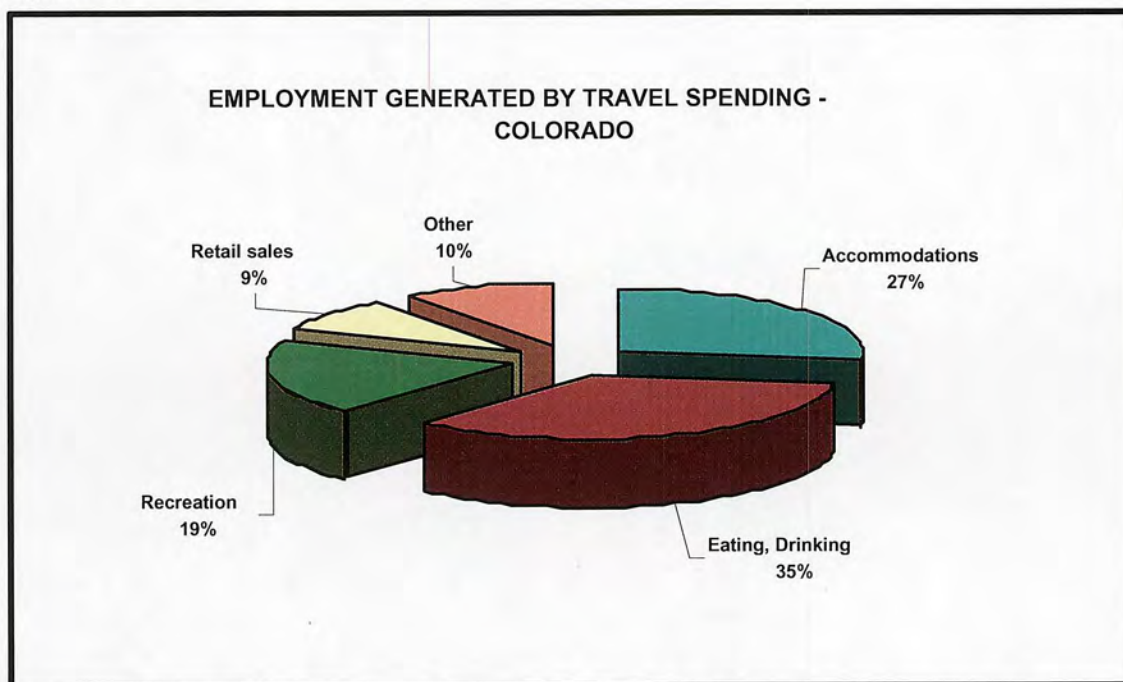
Dean Runyan and Associates. The Economic Impact of Travel on Colorado 1996-2000. Prepared for the State Tourism Office.

Figure 2.



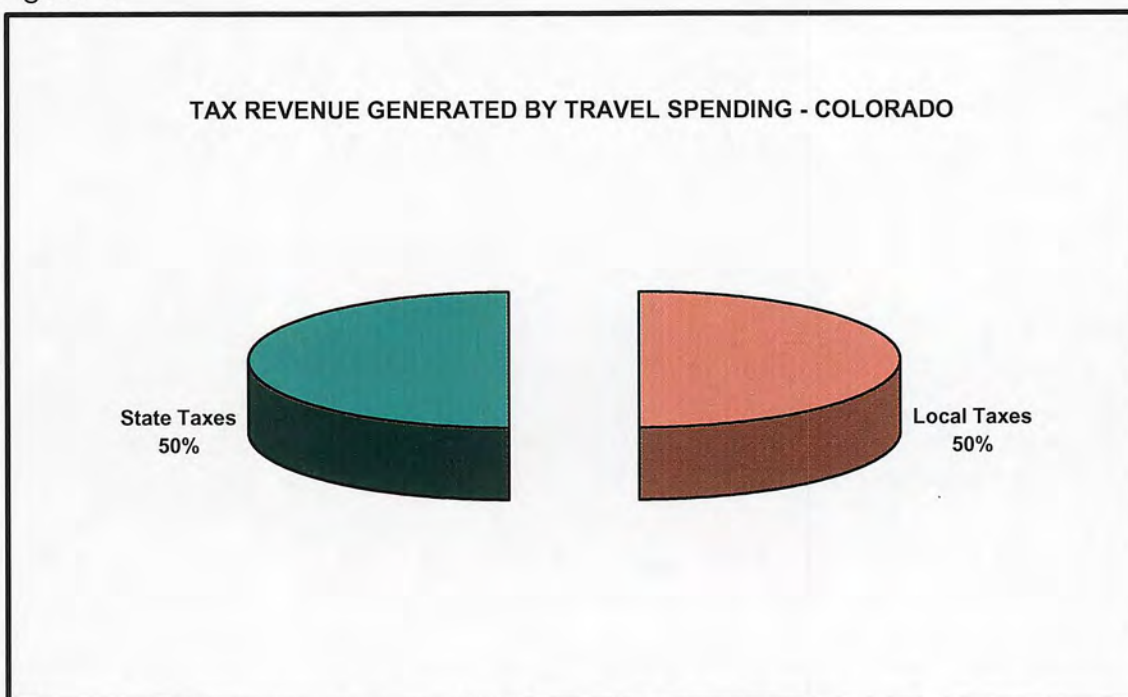
Dean Runyan and Associates. The Economic Impact of Travel on Colorado 1996-2000. Prepared for the State Tourism Office.

Figure 3.



Dean Runyan and Associates. The Economic Impact of Travel on Colorado 1996-2000. Prepared for the State Tourism Office.

Figure 4.



Dean Runyan and Associates. The Economic Impact of Travel on Colorado 1996-2000. Prepared for the State Tourism Office.

SUPPORT FOR EXISTING SALES/TAX BASE

The economic benefits of recreation and tourism extend beyond the added flow of dollars into the market. Recreation and tourism bring greater value to existing investments, and bolster the value of the dollar spent within other supporting industries. Recreation and tourism, as an industry, bring more value to existing economic structures.

Context of Recreation & Tourism in Colorado

ECONOMIC IMPACT AT A GLANCE IN COLORADO

Each year, visitors and residents pump millions of dollars into Colorado's economy via tourism and recreation. In the year 2000, total spending by travelers (not including day trips by Colorado residents) exceeded nine billion dollars, supported 145,000 jobs, and generated approximately \$273 million in local tax receipts across the State.⁶ In 2002, there were more than 26 million visitors that stayed overnight, ate in restaurants, shopped, and visited various attractions and venues across the State.⁷

DRAW OF COLORADO AS A DESTINATION: FACTORS OF THE ECONOMIC WHEEL

Colorado is a well-established recreation and tourism destination for both residents and visitors, in part due to the following:

- ☑ Rocky Mountains – more 14,000' peaks than any other state;
- ☑ Natural beauty and scenery;
- ☑ Outdoor recreation (and the potential for thrill and adventure or juxtaposed relaxed atmosphere);
- ☑ Affordable accommodations and dining; and
- ☑ Numerous unique small towns and places.

There are many opportunities to recreate within the State including hiking, skiing, biking, boating, and hunting, as well as visiting archaeological sites, historic sites, state and national parks, theaters and performance arts, professional sporting events, and even wineries. Additionally, Colorado is the 14th most popular destination in the nation for outdoor-oriented vacations.⁸

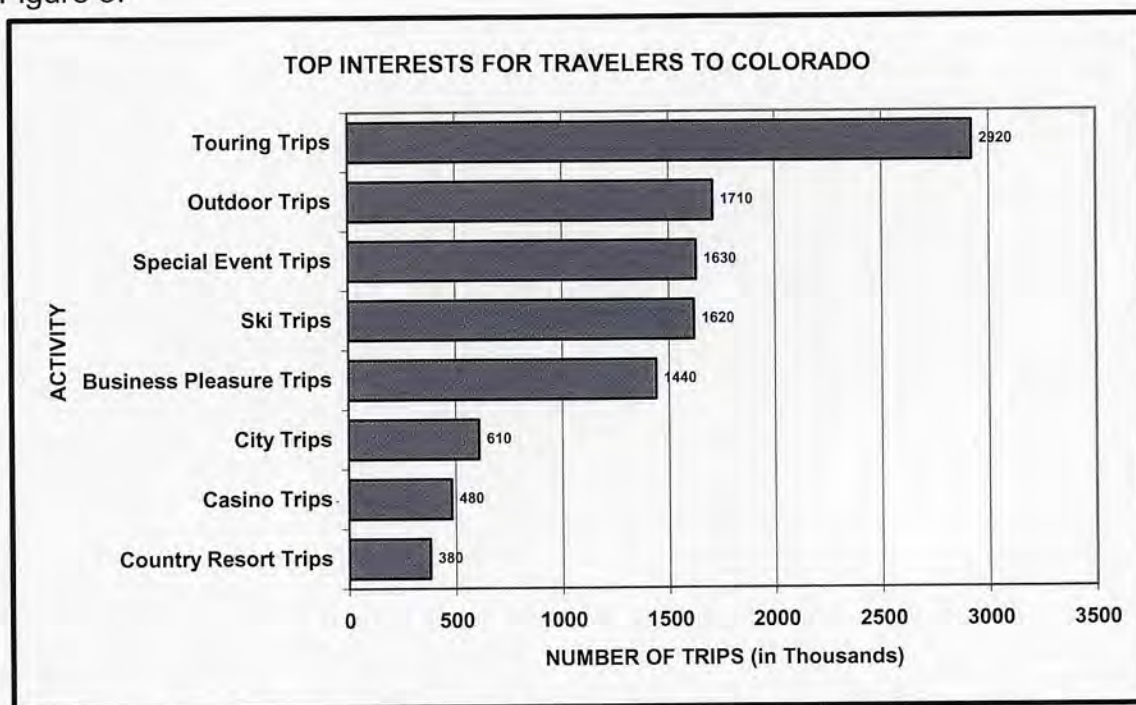
⁶ Dean Runyan and Associates. The Economic Impact of Travel on Colorado 1996-2000. Prepared for the State Tourism Office

⁷ Longwoods International Colorado Travel Year 2002 Final Report.
<http://www.state.co.us/oed/visitorstudy/ColoradoVisitors2002-1.pdf>

⁸ Longwoods International Colorado Travel Year 2002 Final Report

Figure 5 shows the top interests for travelers to Colorado in 2002.

Figure 5.



Dean Runyan and Associates. The Economic Impact of Travel on Colorado 1996-2000. Prepared for the State Tourism Office.

Not accounted for in Figure 5 are the numerous day trips of Colorado residents, who enjoy the same things that visitors come to enjoy. The daily recreational endeavors of Colorado residents further support an otherwise healthy industry.

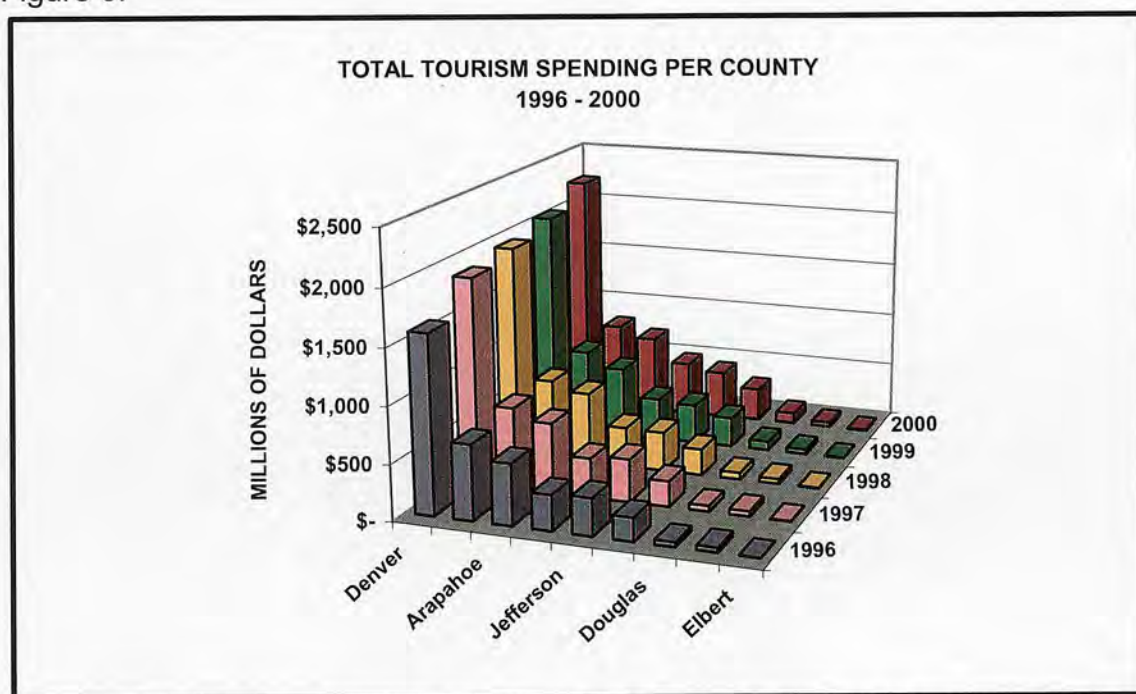
Context of Recreation & Tourism in the Region and Douglas County

Of more relevance to Douglas County is the nature of recreation and tourism in both the Denver Metro and Colorado Springs region. Recognizing that millions of visitors and residents participate in recreation and tourism activities throughout the State, and that a good portion of these people do so in the Denver Metro/Colorado Springs region is significant for Douglas County. The recreation and tourism participant, whether a 'tourist' or a 'resident' of the Front Range, contributes to the economic growth of not just the industry, but to the local community as well. Real opportunities exist for Douglas County to capture and develop the interests of recreation and tourism participants passing through the region.

ECONOMIC IMPACT AT A GLANCE: FRONT RANGE

In the year 2000, visitors spent over \$2 billion within Denver proper, and over \$800 million in El Paso County. Denver ranks highest among Colorado counties in total travel dollars spent, and El Paso County is second. Close Front Range counties include Arapahoe County and Jefferson County. Far behind the other metropolitan area counties is Douglas County with \$96.7 million generated in 2000, far short of adjacent jurisdictions, as depicted in Figure 6. The difference between neighboring jurisdictions and the County reflects the value and potential economies returns that can be realized from recreation and tourism development.⁹

Figure 6.

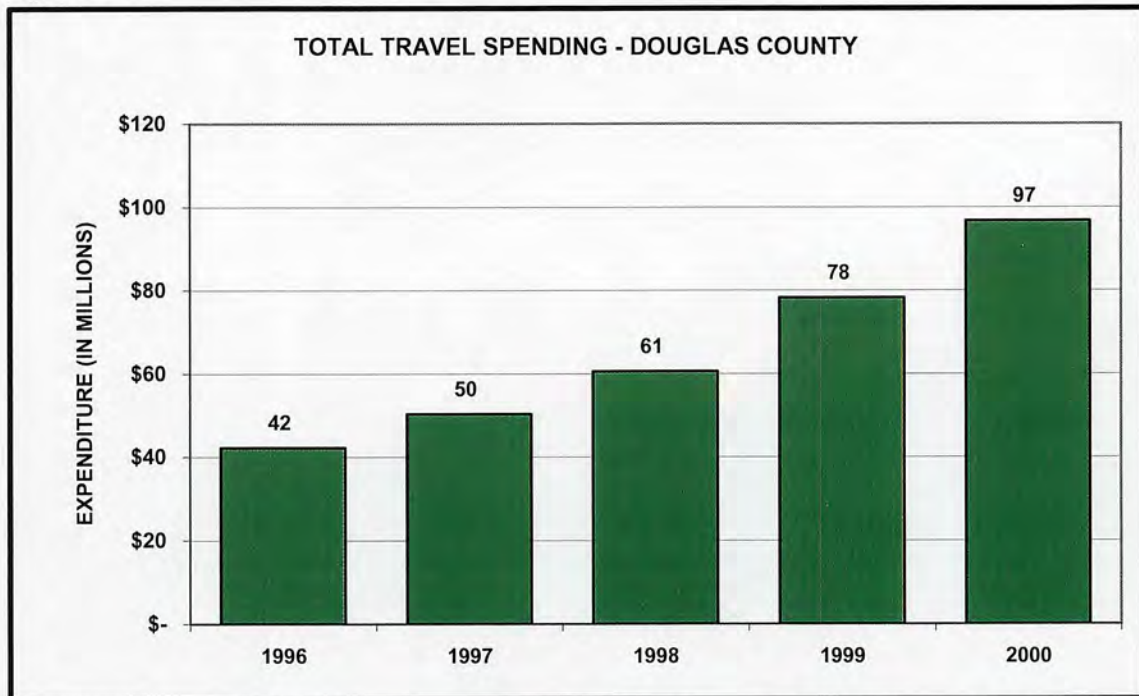


DEAN RUNYAN AND ASSOCIATES. THE ECONOMIC IMPACT OF TRAVEL ON COLORADO 1996-2000. PREPARED FOR THE STATE TOURISM OFFICE.

Even though Douglas County is far behind neighboring jurisdictions, total tourism spending has more than doubled between 1996 and 2000, reaching \$97 million, see Figure 7.

⁹ Longwoods International Colorado Travel Year 2002 Final Report.
<http://www.state.co.us/oed/visitorstudy/ColoradoVisitors2002-1.pdf>

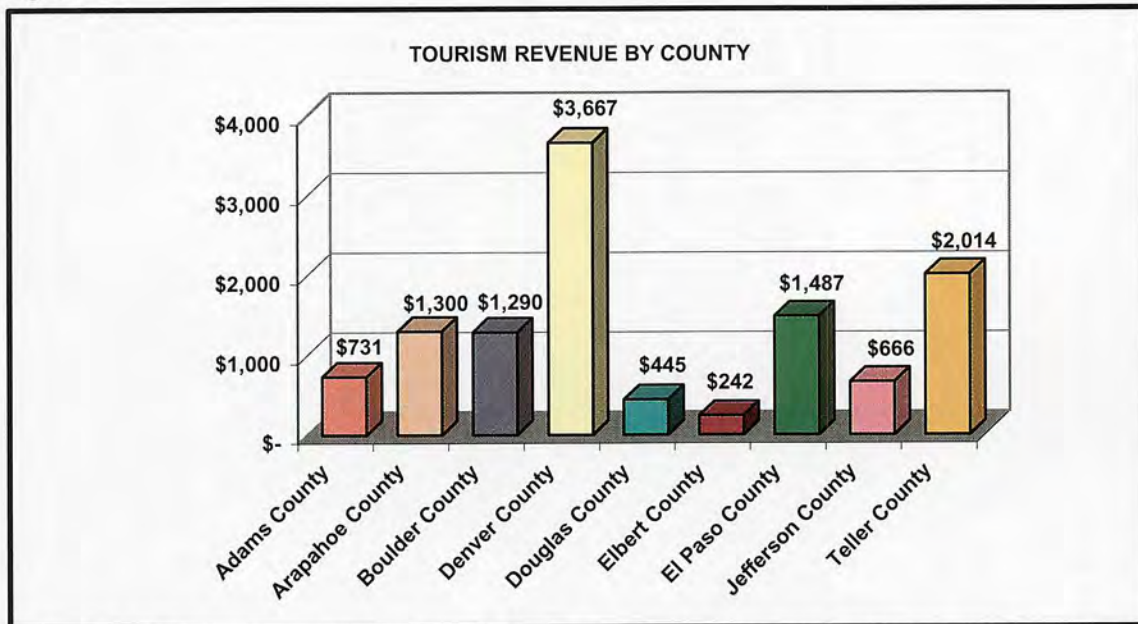
Figure 7.



DEAN RUNYAN AND ASSOCIATES. THE ECONOMIC IMPACT OF TRAVEL ON COLORADO 1996-2000. PREPARED FOR THE STATE TOURISM OFFICE.

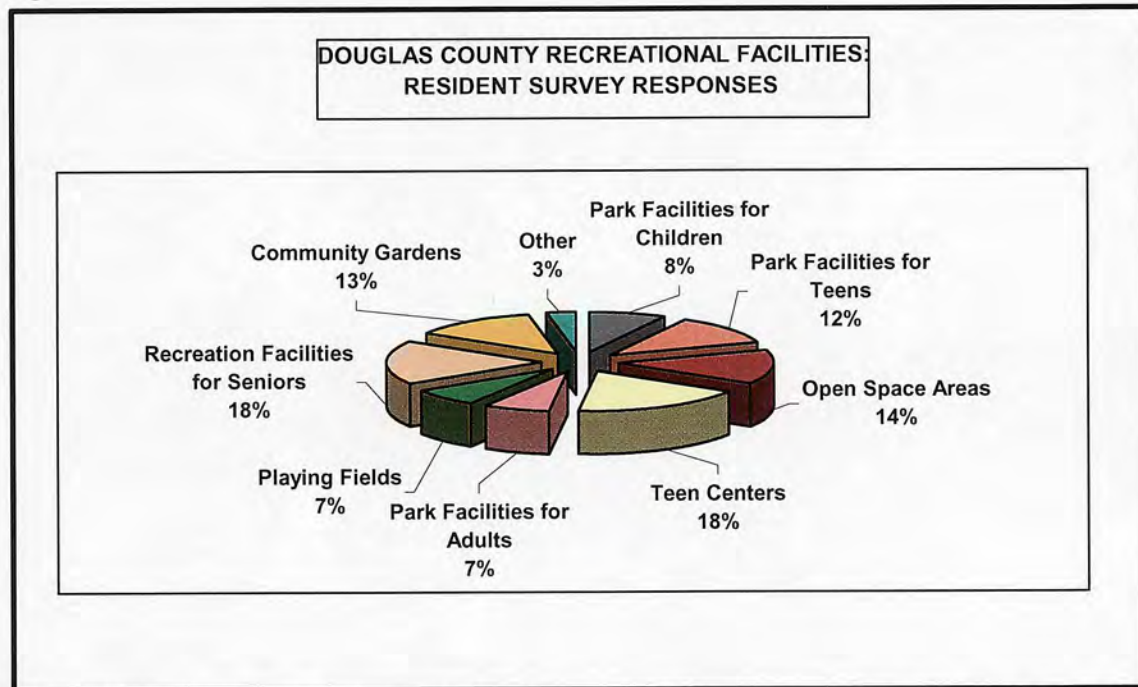
Tourism dollars generate per capita benefits, and filter through the economy to support services and employment. Increased per capita revenue translates into a healthier local economy. As depicted in Figure 8, tourism revenues per capita vary across the region, with Denver seeing the highest per capita returns from recreation and tourism. For every recreation and tourism dollar spent, tax dollars are generated, and in turn are used to support public infrastructure such as open space, parks, roads, and schools. In 2000, Douglas County realized \$6.6 million in tax revenue from tourism spending, or roughly \$445 per person, and total tourism spending of \$96.7 million. See Figure 9.

Figure 8.



DEAN RUNYAN AND ASSOCIATES. THE ECONOMIC IMPACT OF TRAVEL ON COLORADO 1996-2000. PREPARED FOR THE STATE TOURISM OFFICE.

Figure 9.



DEAN RUNYAN AND ASSOCIATES. THE ECONOMIC IMPACT OF TRAVEL ON COLORADO 1996-2000. PREPARED FOR THE STATE TOURISM OFFICE.

DIFFERENCES BETWEEN DOUGLAS COUNTY AND SURROUNDING AREAS

One of the greatest differences between Douglas County and other Front Range Counties is that Denver, El Paso County, and other destinations that attract travelers have organized under various forms of partnerships, including visitor's bureaus, and have provided methods for travelers to find information. These formal partnerships market and distribute information, provide convenience to visitors through various media including websites and brochures, and may even offer online bookings, ticket purchases, directions, and facts and information.

As an example, when visiting Denver, participants are able to find a variety of information on various activities through the Denver Metro Convention & Visitors Bureau (DMCVB). The DMCVB identifies fifteen categories for 'what to do in Denver/Colorado'. These include the following.

- ☐ Things to do for free
- ☐ Places for an 'only in Colorado' experience
- ☐ Only in Denver dining delicacies
- ☐ Ways to 'burn-off' dinner in Denver
- ☐ Romantic spots in Denver
- ☐ Multi-cultural attractions in Denver
- ☐ Denver lookouts

The Colorado Springs Convention and Visitor's Bureau identifies thirty-nine attractions, in addition to various parks and trails, shopping, and arts and cultural events. For Colorado Springs, the list of potential places for people to go includes the following.

- ☐ Ghost towns
- ☐ Train rides
- ☐ Natural wonders
- ☐ Historical tours
- ☐ Outdoor adventures
- ☐ Unique Shopping
- ☐ City parks and trails
- ☐ Active recreational opportunities

Douglas County's Role and Potential

Douglas County is physically well situated within the Front Range corridor, lying between two major recreation and tourism centers. This, coupled with the fact that County residents enjoy comparably higher disposable income, are younger, and more educated, compared to the Metro area, generates significant potential in enhancing the recreation and tourism industry in the County. Recreation and tourism amenities and experiences that meet the needs of County residents and

visitors, ranging from recreational opportunities to cultural experiences, and entertainment can be further developed to promote both local and regional recreation and tourism.

Through surveys conducted during the creation of the County's *Cultural Plan*, it was determined that residents travel to Denver and Colorado Springs for entertainment and cultural experiences. Though residents do take advantage of existing recreational facilities, there is an opportunity to continue to provide for all needs of residents by developing local cultural opportunities.

The County has a unique opportunity to capture the interest of visitors and residents that are looking for recreation and tourism options along the Front Range. Existing festivals, active and passive recreation facilities, cultural and heritage opportunities, and shopping and dining experiences can serve as the foundation for a future-oriented, dynamic industry.

To become a serious recreation and tourism destination, it is important for the County to understand its strategic location within the regional context. This will require constant monitoring of trends and facilities needs within the region, and distinguishing between trends and fads that evolve over time.

Existing support for recreation and tourism in County Documents

Douglas County has several land use documents in place that directly and indirectly influence recreation and tourism within the county. The *Comprehensive Master Plan*, in conjunction with the *Parks, Trails, and Open Space Plan* direct growth to appropriate areas, provide guidance for the establishment of appropriate recreation through development review, and preserve rural and open space areas. 'Regulatory documents' are used on a daily basis to provide for and ensure recreation and tourism opportunities for Douglas County residents. This Plan, as an amendment to the *Comprehensive Master Plan*, attempts to incorporate under one "umbrella" all County policies, documents, and existing inventories for recreation and tourism.

Maps showing a complete inventory of recreational and tourist facilities throughout the County are located in Section 3.

COMPREHENSIVE MASTER PLAN

The County's *Comprehensive Master Plan (CMP)* provides general policies about how and where growth should occur. The Plan encourages growth in areas with sufficient infrastructure, while discouraging growth in rural areas. In addition, the *CMP* supports the provision of ample parks, trails, recreational facilities, and open space throughout the urban area of the County, and directs the more intensive recreational and tourism opportunities to the urban portions of

the County. Recreational facilities should be designed to allow accessibility and connectivity to neighborhoods, activity centers, schools, trail networks, and places of employment as set out in the *CMP*.

The *CMP* also recognizes the need for regional parks, trails, and passive recreation throughout the nonurban area, while considering and caring for the natural environment. The development of intense recreational or tourism opportunities within the nonurban areas of the County are not supported by the *CMP*. Recreational opportunities within the nonurban area should be low-impact in nature and reflect the rural character and lifestyle of the nonurban area.

PARKS AND TRAILS PROGRAM AND MASTER PLAN

The *Parks, Trails, and Open Space Master Plan (PTOSMP)* is a sub-element to the *CMP*, and establishes criteria for development of parks, trails, and open space. These criteria are used during land use review to determine how development will meet local park, regional park, and trail needs.

Parks are especially important in dense urban areas, and should serve all segments of the population. The policies of the *PTOSMP* work to ensure that facilities will be available for all life stages of residents. As an example, over the last 10 years, there has been a huge demand for ball fields for sports teams. This demand has led to a shortage of multi-purpose fields. As the County's population ages, a greater demand will exist for more passive recreational amenities in parks, such as benches, picnic areas, and shade trees. Golf courses may additionally be in higher demand. The *PTOSMP* will allow for the future planning and adaptability of facilities to meet the needs of the community.

OPEN SPACE PROGRAM

Since its inception in 1995, the Open Space program has used sales tax dollars to help preserve over 44,000 acres of land. Of these 44,000 acres, more than 10,000 acres are owned directly by Douglas County, with the remainder held through conservation easements. Many of the open space areas owned by Douglas County have public access with passive recreational opportunities.

Various levels of public and private access to open space are managed by a variety of agencies including Colorado State Parks, USDA Forest Service, Douglas County Parks and Trails, and a variety of metro districts and homeowners associations.

The Highlands Ranch Open Space Conservation Area (OSCA), as an example, is an 8200-acre open space jewel. This open space is subject to a Cultural and Historical Protection Overlay Zone, including Native American ceremonial grounds and sizable animal herds. About 1,200 acres of OSCA are designated for active recreation including multi-use fields, golf courses, trails, natural

education, camping, and even hunting. Seven thousand acres of OSCA, along with the contiguous Daniel's Park and Cherokee Ranch, serve as an important open space buffer and will not be developed for active recreation but may support a variety of passive recreation opportunities.

DOUGLAS COUNTY CULTURAL PLAN

Understanding the need for cultural direction and planning, the *Douglas County Cultural Plan (DCCP)* was adopted in 2002. The goals of the plan are to preserve the County's heritage and natural resources, and promote facilities, education, and development of the arts and cultural tourism. The goals of the *DCCP* are summarized as follows:

- ☐ Preserve, enhance, and utilize the County's heritage and natural resources;
- ☐ Work to meet and coordinate the County's facilities needs;
- ☐ Enhance opportunities for lifelong learning in arts education;
- ☐ Provide for an array of support services to nurture partnerships among artists and organizations;
- ☐ Reach a variety of audiences with information on arts and cultural events;
- ☐ Promote cultural tourism;
- ☐ Establish funding in support of arts, cultural, and heritage programs and organizations; and
- ☐ Create a professional staff to implement the cultural plan and support the Douglas County Cultural Council.

The *DCCP* recommends the establishment of public/private partnerships, to facilitate the implementation of goals associated with the plan. Similar recommendations for the Recreation and Tourism Plan can dovetail on the partnerships and efforts already underway as a result of implementation of the goals and directives of the *DCCP*.

HISTORIC PRESERVATION

One of the County's best assets is its rich legacy of archaeological and historical structures and sites. These testify to the struggles, successes, and journeys of ancient and modern Indian tribes—the County's first residents, and to the settlement of the Old West. Even older resources reveal a landscape and world comprised of animal and plant species that have been extinct for eons. The Lamb Spring archaeological site, in the northwest portion of the County, provides a real potential to preserve the history of the County in such a way that furthers education and discovery. Lamb Springs, in conjunction with other significant historical resources, including the Cantril School, Cherokee Ranch, Greenland Ranch, and Prairie Canyon Ranch represent an opportunity to offer first class facilities and excellent educational programming.

With careful consideration for safety and security of historical resources, the County may be in a position, as a long-range goal, to develop a heritage tourism program that would draw upon the knowledge, skills, and resources of each local community.

These resources include historic downtown areas in Castle Rock, Sedalia, and Parker that can draw local and non-local tourists. Town and County historic preservation policies can support revitalization of these areas and nurture and grow them as focal centers for recreation and tourism within the County. Policies that encourage pedestrian and transit connections can further bolster the economic viability of these downtowns.

Small museums are available in several communities in the County. However, a Countywide, centrally located museum that houses, maintains, and distributes artifacts and collections to interested museums would be of great benefit. Currently, the Douglas County History Research Center, located in the Philip S. Miller Library, houses a significant repository of Douglas County history and artifacts, and would serve as an excellent resource for future development of a heritage tourism program.

LAND USE REGULATIONS

Each development application within the County is reviewed for compliance with various approval criteria, as established in the County's *Zoning and Subdivision Resolutions*. These approval criteria include consideration of the *CMP*, parks and trails requirements, impacts to surrounding communities, and the natural environment. Through the *Zoning and Subdivision Resolutions*, the policies of the *CMP*, *PTOSMP*, and the *DCCP* are implemented.

It is important to examine current zoning, and approvals of future rezonings, for compliance with recreation and tourism objectives, general land use policy, and economic development. The zoning and subdivision process can ensure that recreation and tourism venues are developed in a manner that is appropriate to the land, the environment, and the character of the surrounding community.

Major cultural tourism goals, such as development of a performing arts center, will be directed to an urban area with adequate infrastructure, while expansion of regional equestrian facilities will be more appropriate in the nonurban area of the County. One of the greatest constraints for development of recreation and tourism opportunities in the nonurban portions of the County is the lack of adequate water resources. This Plan supports and encourages that proposed recreation and tourism development be consistent with applicable goals, policies, and regulations.

SECTION 3: EXISTING RESOURCES AND INVENTORIES

At a Glance: Existing Recreation and Tourism Opportunities

RECREATION

The foundation for developing future recreation and tourism opportunities, and the marketing and programming of such opportunities will be based on existing recreation and tourism opportunities. The County has a variety of public and private venues that are valuable assets to the future development of recreation and tourism in the County.

See Appendix A for an inventory of recreation and tourism opportunities within the County. Maps of recreation and tourism facilities are located in Appendix B-H.

Appendix A represents potential participants for future partnerships. Future collaborative efforts should include identification of how human and financial resources will be allocated.

TOURISM

Visitors to the County frequently take advantage of recreational opportunities, and spend money while recreating or visiting other attractions. Other sources of tourism include cultural and heritage pursuits, such as public art, performing arts groups, equestrian events, historical sites, arts festivals, and museums.

For a complete list of recreational and tourist venues, refer to Appendix A.

CONCLUSION

This *Recreation and Tourism Plan* meets the intent of House Bill 01S2-1006, requiring Douglas County to provide for the recreation and tourism needs of residents and visitors through dedicated and delineated areas. The information provided in this plan and existing County documents describes how the County intends to provide for the recreational and tourism needs of both residents of the County and visitors to the County.

Douglas County is in a unique position to take advantage of a strong natural resource base, its geographic position along the Front Range, and a variety of existing recreation and tourism venues. Recreation and tourism development promotes economic growth, supports existing communities, and protects historical and natural resources. The key to successful development of recreation and tourism is public/private partnerships.

The main goal of this plan is to promote and foster public/private cooperation, to develop and market Douglas County as a tourist and recreation destination. Therefore, this plan recommends the following objectives to foster the public/private cooperation:

- ☐ Form a public/private partnership to further recreation and tourism in Douglas County
- ☐ Develop a strategic plan to guide the establishment of a formal recreation and tourism program
- ☐ Support the provisions of the County's Comprehensive Master Plan, and other plans and regulations.

Douglas County can, and should be recognized as the key link between two of the Front Range's largest tourism destinations. The County's strong natural resources base, and rich rural heritage provide dynamic tools to build a strong recreation and tourism program.

DOUGLAS COUNTY RECREATION & TOURISM INVENTORY

Public Agencies and Providers	Address	City	Zip	Phone	Web/email
Douglas County Board of County Commissioners	100 Third St.	Castle Rock	80104	303-660-7401	www.douglas.co.us
Douglas County Parks & Trails	100 Third St.	Castle Rock	80104	303-660-7495	www.douglas.co.us
Douglas County Open Space	100 Third St.	Castle Rock	80104	303-660-7495	www.douglas.co.us
Douglas County Historic Preservation Board	100 Third St.	Castle Rock	80104	303-660-7460	www.douglas.co.us
Douglas County Events Center	500 Fairgrounds Dr.	Castle Rock	80104	720-733-6900	www.douglas.co.us
Douglas County Cultural Council	100 Third St.	Castle Rock	80104	303-660-7358	www.douglas.co.us
Douglas County Libraries	100 S. Wilcox St.	Castle Rock	80104	303-688-7700	www.douglascountrylibraries.org
Douglas County School District	620 S. Wilcox St.	Castle Rock	80104	303-387-0100	www.dcsdk12.org
Town of Castle Rock Parks & Recreation	2301 N. Woodlands Blvd.	Castle Rock	80104	303-660-1036	www.crgov.com
Town of Castle Rock Public Art Commission	100 N. Wilcox St.	Castle Rock	CO	303-660-1015	www.crgov.com
Town of Larkspur	P.O. Box 310	Larkspur	80118	303-681-2324	
City of Lone Tree	9777 S. Yosemite St. #100	Lone Tree	80124	303-708-1818	www.cityoflonetree.com
Town of Parker Parks & Recreation	17301 Lincoln Ave	Parker	80134	303-841-4000	www.parkeronline.org
Town of Parker Cultural Council	20120 E. Mainstreet	Parker	80138	303-841-0353	
Highlands Ranch Metropolitan District	62 W. Plaza Dr.	Highlands Ranch	80126	303-791-0430	www.highlandsranch.org
Highlands Ranch Community Association	9568 S. University Blvd	Highlands Ranch	80126	303-471-8803	www.hrcanline.org
Highlands Ranch Cultural Affairs Assn. (HRCOA)	9568 S. University Blvd	Highlands Ranch	CO	303-791-8958	www.hrcanline.org/hrcanline
South Suburban Parks & Recreation	6631 S. University Blvd	Littleton	80121-2913	303-798-5131	www.sspard.org
Chatfield State Park	10237 N. Chatfield Dr.	Littleton	80125	303-791-7275	www.parks.state.co.us
Roxborough State Park	4751 N. Roxborough Dr.	Littleton	80125	303-973-3959	www.parks.state.co.us
Castlewood Canyon State Park	2989 S. Hwy 83	Franktown	80116	303-688-5242	www.parks.state.co.us
Pike National Forest	19316 Goddard Ranch Ct.	Morrison	80465	303-275-5610	www.fs.fed.us/r2/psicg
Denver Water Board (Highline Canal)	1600 W. 12th Ave.	Denver	80204	303-628-6565	www.denverwater.org
City and County of Denver (Daniels Park)	200 W. 14th Ave. Ste 203	Denver	80204	720-865-2915	www.denvergov.org

DOUGLAS COUNTY RECREATION & TOURISM INVENTORY

Private Recreation & Tourism Providers				
Address	City	Zip	Phone	Web/email
6527 S. I-25	Castle Rock	CO	303-681-3169	
Theatre of Dreams, Arts and Event Center	Castle Rock	CO	303-660-6799	www.amazingshows.com
Discover Ceramics	Castle Rock	CO	303-660-9332	
Renaissance Festival	Castle Rock	80104	303-688-6010	www.coloradorenaissance.com
The Sanctuary Center	Sedalia	CO	303-660-1914	ASanctuaryCenter@aol.com
The Wildlife Experience	Parker	80134	720-488-3300	www.thewildlifeexperience.org
Economic Development Groups				
Address	City	Zip	Phone	Web/email
304 Inverness Way S, Ste. 315	Englewood	80112	303-792-9447	www.sebp.org
Highlands Ranch Chamber of Commerce	Highlands Ranch	80129	303-791-3500	www.highlandsranchchamber.org
Parker Chamber of Commerce	Parker	80134	303-841-4268	www.parkerchamber.com
Castle Rock Chamber of Commerce	Castle Rock	80104-2417	303-688-4597	www.castlerock.org
Parker Economic Development Council	Parker	80134	303-841-8683	www.parkerchamber.com
Castle Rock Economic Developmt. Council	Castle Rock	80104	303-688-7488	www.credco.org
Castle Rock Merchants Assn.	Castle Rock		303-688-1722	
Museums and Historic Resources				
Address	City	Zip	Phone	Web/email
10035 S. Peoria	Parker	80134		www.thewildlifeexperience.org
Castle Rock Museum	Castle Rock	80104	303-814-3164	
Sedalia Fire House Museum	Sedalia	80135	303-688-3571	
Franktown Museum	Franktown	80116	303-688-3811	
Douglas County History Research Center	Castle Rock	80104	303-688-7730	
Hilltop Schoolhouse				
Cantrell School				
Cherokee Ranch Castle	Sedalia	80135	303-688-5555	
Castle Rock Historic Walking Tour				

DOUGLAS COUNTY RECREATION & TOURISM INVENTORY

Brewpubs and Wineries		Address	City	Zip	Phone	Web/email
Jarre Creek Ranch Brewing Company		810 New Memphis Ct.	Castle Rock	80104	303-688-8509	
Spruce Mountain Meadery		1218 Yarnell Dr.	Larkspur		719-351-4909	www.sprucemountainmeadery.com
Major Regional Shopping/Attractions		Address	City	Zip	Phone	Web/email
Historic Downtown Castle Rock			Castle Rock	80104		www.towntofcastlerock.org
Downtown Parker			Parker			www.parkeronline.org
The Outlets of Castle Rock		5050 Factory Shops Blvd.	Castle Rock	80104	800-245-8351	
Park Meadows Mall		8401 Park Meadows Center Drive	Littleton	80124	303-792-2533	www.parkmeadows.com
Villages at Castle Pines			Castle Rock			
Highlands Ranch Town Center			Highlands Ranch	80126		
Youth Camps		Address	City	Zip	Phone	Web/email
Round Up Ranch						
Ponderosa Retreat and Conference Ctr.		15235 Furrow Rd.	Larkspur		1-800-900-0884	
Silver State Baptist Youth Camp		1254 N. Hwy. 67	Sedalia		303-688-3420	www.ssybc.org
Camp Shady Brook, YMCA		8716 S. Y Camp Rd.	Deckers		303-647-2313	www.campshadybrook.com
Camp Colorado		238 N. Hwy. 67	Sedalia		303-688-4491	
Regional Parks		Address	City	Zip	Phone	Web/email
Redstone		3280 Redstone Park Cir.	Highlands Ranch	80129	303-791-2710	www.highlandsranch.org
Highlands Heritage		9651 S. Quebec St.	Littleton	80130	303-470-0140	www.douglas.co.us
Douglas County Fairgrounds		500 Fairgrounds Dr.	Castle Rock	80104	720-733-6900	www.douglas.co.us
Challenger		9918 Jordan Rd.	Parker	80134	303-470-0140	www.douglas.co.us
Bayou Gulch		4815 Foxsparrow	Parker	80134	303-470-0140	
Bluffs		10099 Crooked Stick Trail	Lone Tree		303-470-0140	www.douglas.co.us
David A. Lorenz (S. Suburban)		8422 S. Colorado Blvd.	Littleton		303-798-5131	www.sspdr.org

DOUGLAS COUNTY RECREATION & TOURISM INVENTORY

Farmers Market	Address	City	State	Zip	Phone
Plum Valley Farmers Market	190 S. Wilcox St.	Castle Rock	80104	720-733-6930	
The Meadows at Historic Castle Rock		Castle Rock	80104	303-745-2220	www.meadowscastlerock.com
Highlands Ranch Farmer's Market	9568 S. University	Highlands Ranch		303-471-8828	
Lone Tree Farmers Market	8585 S. Yosemite	Lone Tree		303-621-8081	
Parker Farmers Market				303-621-8081	
Equestrian Facilities	Address	City	Zip	Phone	Web/email
The Colorado Horse Park	7522 S. Pinery Dr.	Parker	80134-5428	303-841-5550	www.coloradohorsepark.com
Abbe Ranch	9998 S. Perry Park Rd.	Larkspur	80118		
Spring Gulch	20120 E. Main St.	Parker	80134		
Cottonwood Riding Club	10415 Roxborough Park Rd.	Littleton	80125	303-791-7656	
Salisbury Equestrian Park		Parker			www.parkeronline.org
Private Golf Courses	Address	City	Zip	Phone	Web/email
The Sanctuary	7543 N. Daniels Park Rd.	Sedalia	80135	303-224-2860	
Castle Pines Golf Club	1000 Hummingbird Dr.	Castle Rock	80108	303-688-6000	
The Country Club at Castle Pines	6400 Country Club Dr.	Castle Rock	80104-9010	303-688-7400	
Perry Park Country Club	5680 Rd. Rock Dr.	Larkspur	80118-9024	303-681-3186	

DOUGLAS COUNTY RECREATION & TOURISM INVENTORY

Public Golf Courses	Address	City	Zip	Phone	Web/email
Highlands Ranch	9000 Creekside Way	Highlands Ranch	80129	303-471-0000	
The Links	5815 E. Gleneagles	Highlands Ranch	80126	303-470-9292	
Lone Tree	9808 Sunningdale Blvd.	Lone Tree	80124-3124	303-799-9940	
Meridian	9742 S. Meridian Blvd. S.	Englewood	80112-5912	303-799-8412	
Canterberry Golf	11400 Canterbury Pkwy	Parker	80138	303-840-3100	
The Pinery	6900 E. Pinery Pkwy.	Parker	80134-5427	303-841-2060	
Parker Cultural Council	20120 E. Mainstreet	Parker	80138	303-841-0353	
Arrowhead	10850 S. Sundown Trail	Littleton	80125	303-973-9614	
The Ridge at Castle Pines North	1414 Castle Pines Pkwy	Castle Rock	80108	303-688-0100	
Red Hawk Ridge Gold Course	2156 Red Hawk Ridge Dr.	Castle Rock	80104	720-733-3500	
Plum Creek	331 Players Club Dr.	Castle Rock	80104-2700	303-688-2612	
Bear Dance	6630 Bear Dance Dr.	Larkspur	80118-8765	303-681-4653	
Pradera	5225 Pradera Pkwy	Castle Rock	80104	720-851-2425	

Douglas County Recreation Facilities

Legend

Boundaries

- City
- Douglas County
- Pike National Forest

Transportation

- Major Roads
- Roads
- Trails

Hydrography

- Lakes
- Streams

Services

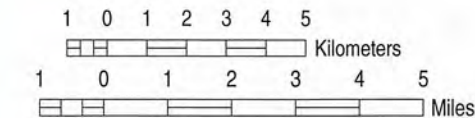
- Emergency Phone

Recreation

- Golf Course - Private
- Golf Course - Public
- Open Space
- Park
- State Park
- Dog Park
- Equestrian Facilities
- Regional Parks
- Boating
- Camping
- Hiking
- Historic Landmark
- Motorized Vehicle Area
- Picnic Area
- Rock Climbing
- RV Hookup
- Visitor Center
- Rest Area
- Overlook & Peaks

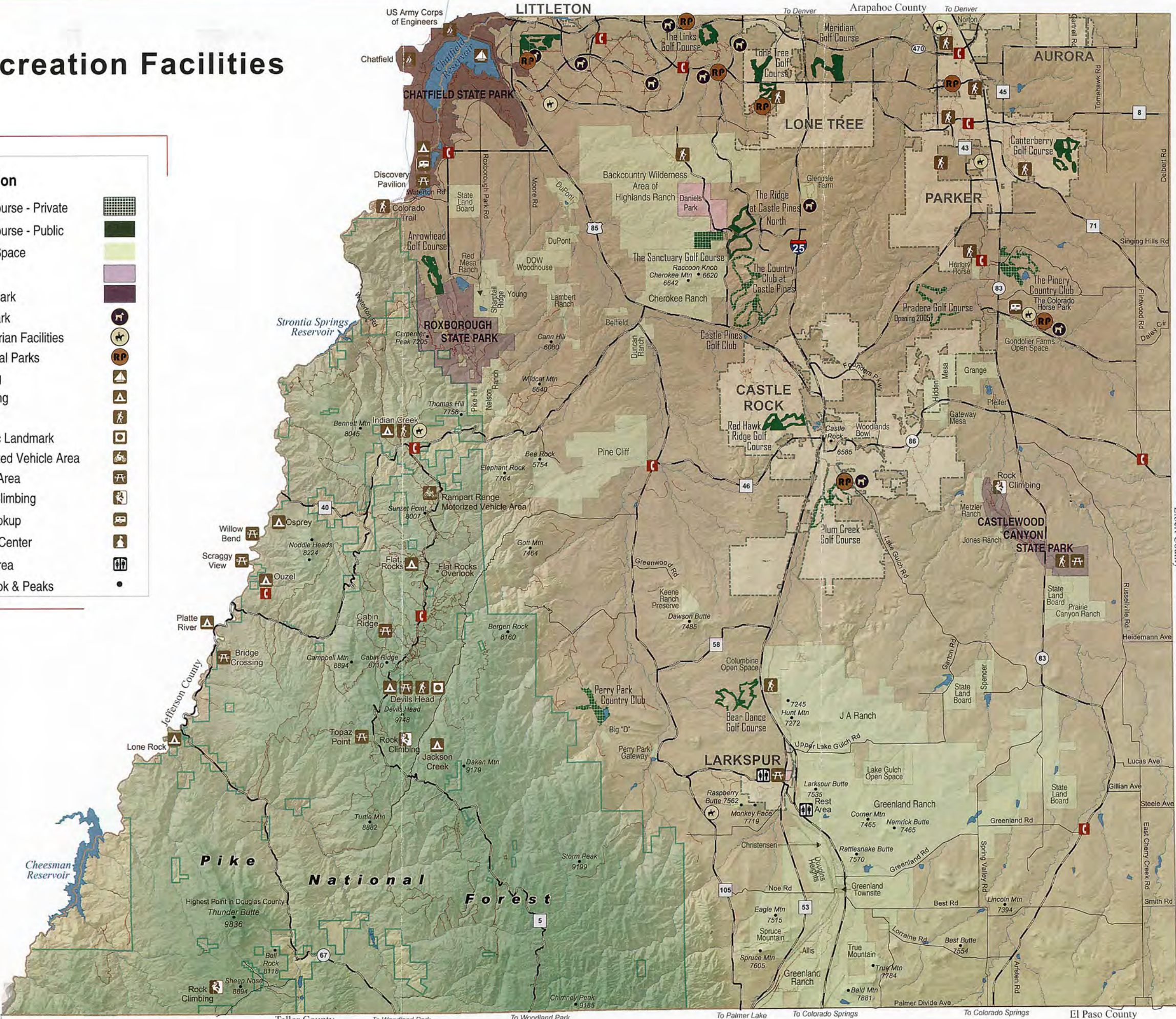
1:190,080

1 inch equals 3 miles



DISCLAIMER:
All data and information ("Products") contained herein are for informational purposes only. Although such Products are believed to be accurate at the time of printing, Douglas County does not warrant that such Products are error free. Douglas County provides these Products on an "as is" basis without warranties of any kind, either express or implied, including, but not limited to, warranties of title or implied warranties of merchantability or fitness for a particular purpose. Douglas County shall not be liable for any direct, indirect, incidental, special or consequential damages arising out of the use of such Products, or the inability to use such Products or out of any breach of any warranty. The user acknowledges and agrees that the use of such Products is at the sole risk of the user.

General questions about this or any other Douglas County GIS products, including errors, omissions, corrections, and/or updates should be directed to the Douglas County GIS Division at (303) 660-7416.



Douglas County Tourism and Community Facilities

Legend

Boundaries

- City
- Douglas County
- Pike National Forest

Transportation

- Major Roads
- Roads
- Trails

Hydrography

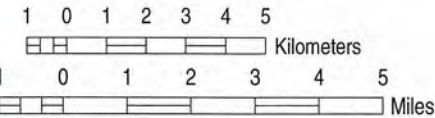
- Lakes

Facilities

- Scientific & Cultural Facilities District
- Butterfield Park
- Church
- Events Center
- Golf & Country Club
- Historic Site
- Library
- Museum
- Recreation Center
- Renaissance Festival
- School
- Sports Facility
- The Grange
- The Wildlife Experience
- Theatre of Dreams
- Youth Camps & Retreats
- Colorado Horse Park
- Regional Shopping Attractions

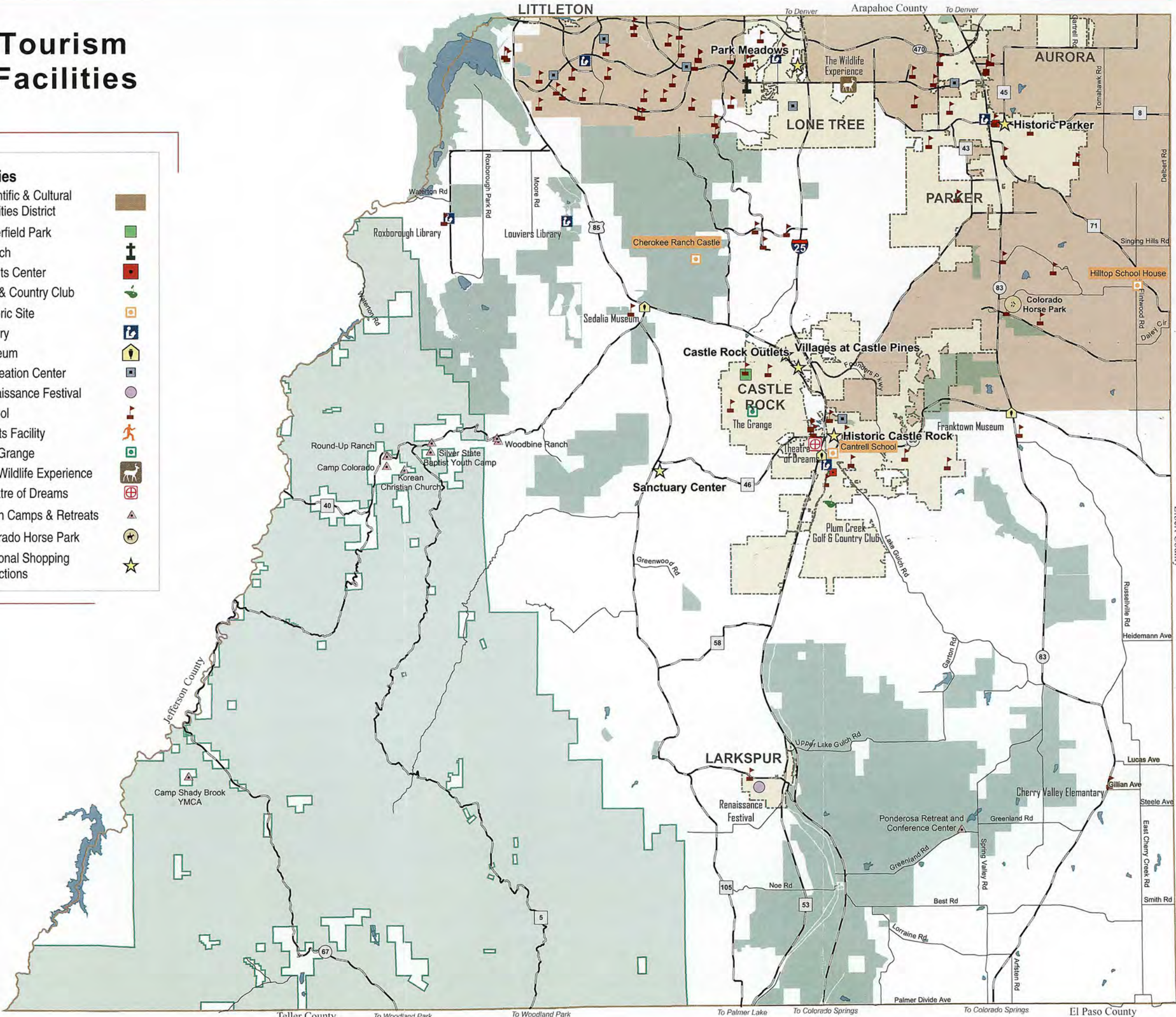
1:190,080

1 inch equals 3 miles

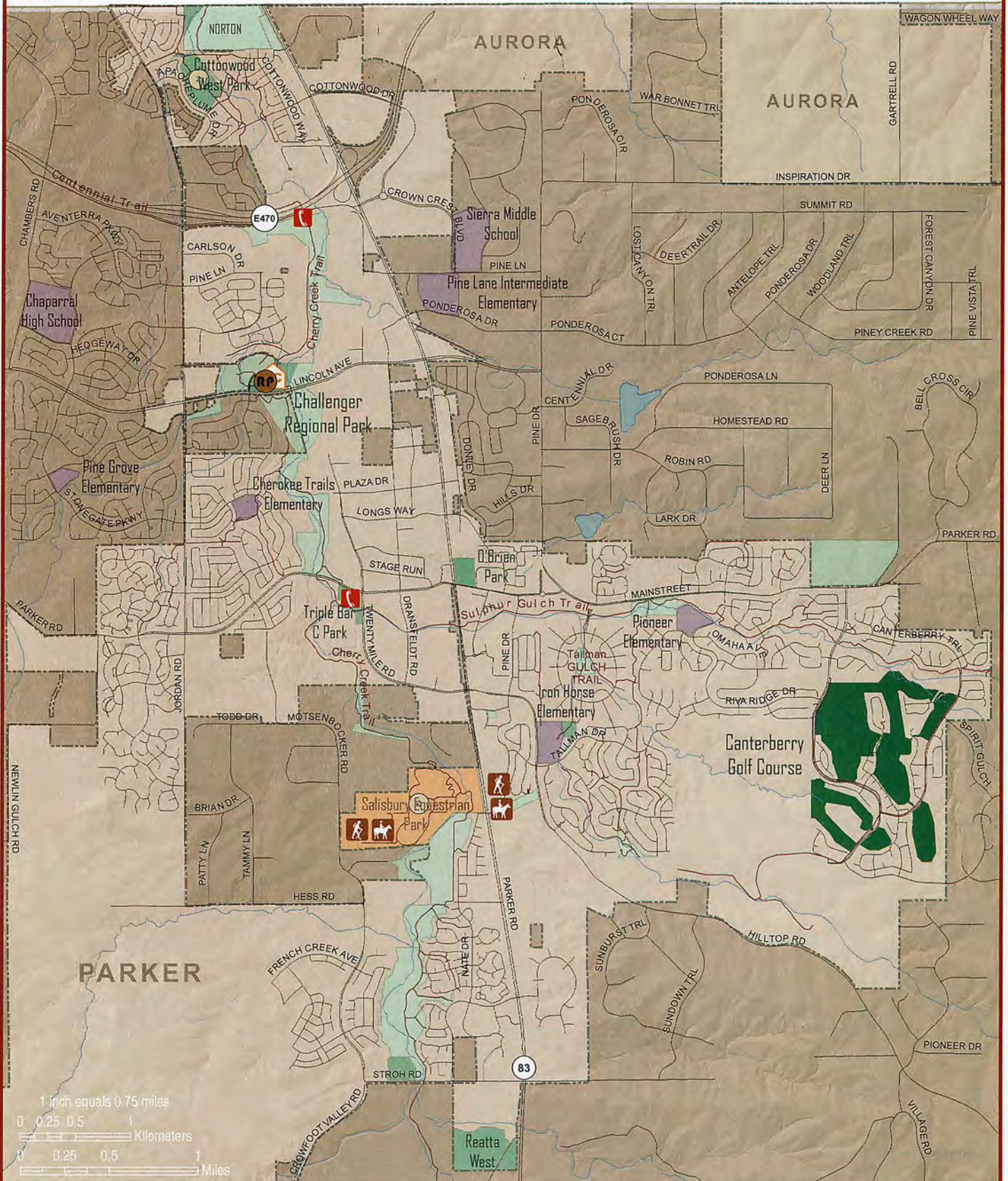


DISCLAIMER:
All data and information ("Products") contained herein are for informational purposes only. Although such Products are believed to be accurate at the time of printing, Douglas County does not warrant that such Products are error free. Douglas County provides these Products on an "as is" basis without warranties of any kind, either express or implied, including, but not limited to, warranties of title or implied warranties of merchantability or fitness for a particular purpose. Douglas County shall not be liable for any direct, indirect, incidental, special or consequential damages arising out of the use of such Products, or the inability to use such Products or out of any breach of any warranty. The user acknowledges and agrees that the use of such Products is at the sole risk of the user.

General questions about this or any other Douglas County GIS products, including errors, omissions, corrections, and/or updates should be directed to the Douglas County GIS Division at (303) 660-7416.



Town of Parker Parks



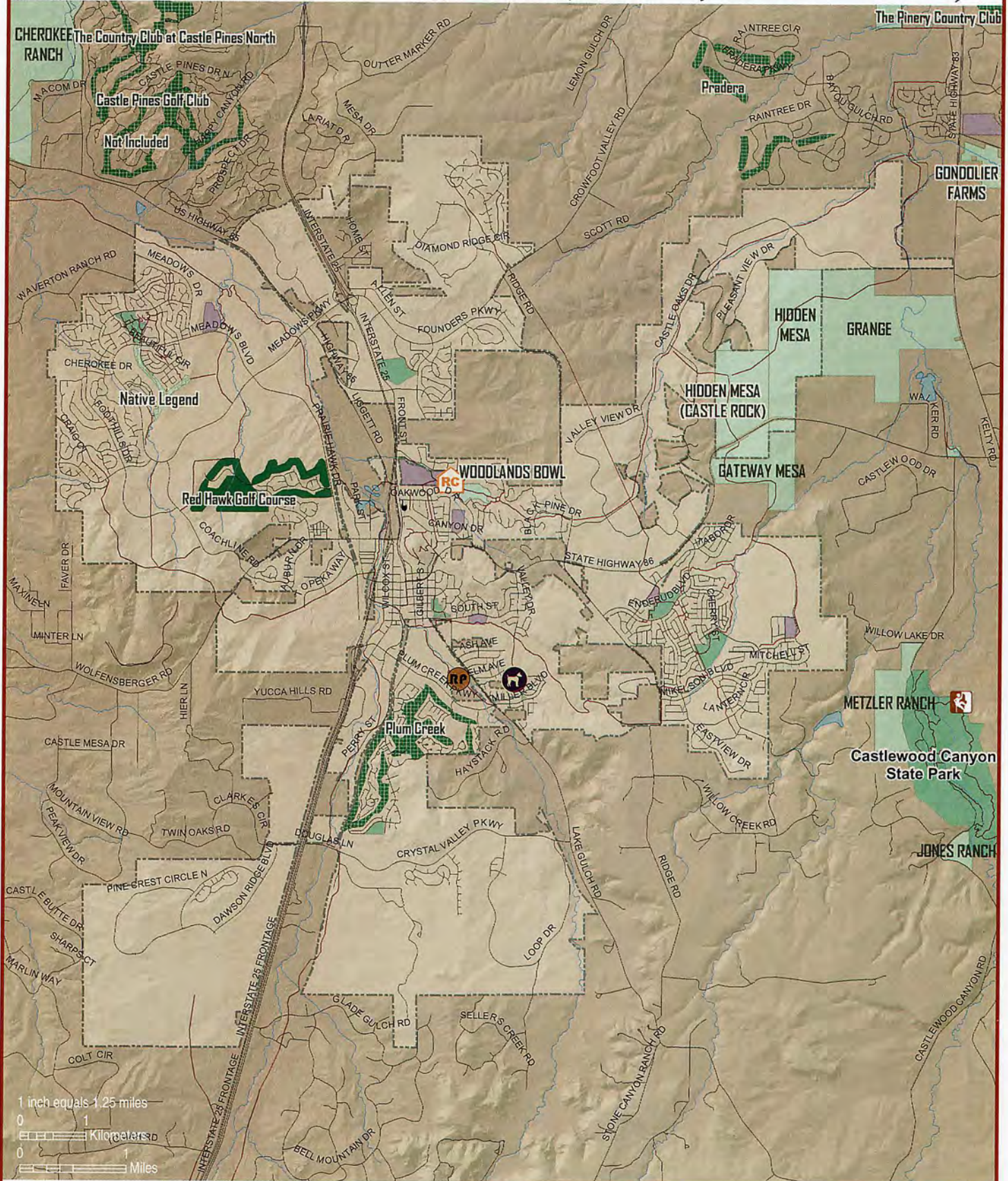
Legend

- | | | | | |
|-----------------------|-------------------|-----------------|---------|----------------|
| Regional Parks | Recreation Center | Open Space | Private | Douglas County |
| Equestrian Facilities | 911 Phone | Equestrian Park | Public | Roads |
| Equestrian Trail | Lakes | Park | AURORA | Trails |
| Trail Head | Streams | School/Park | PARKER | |

Town of Castle Rock Parks



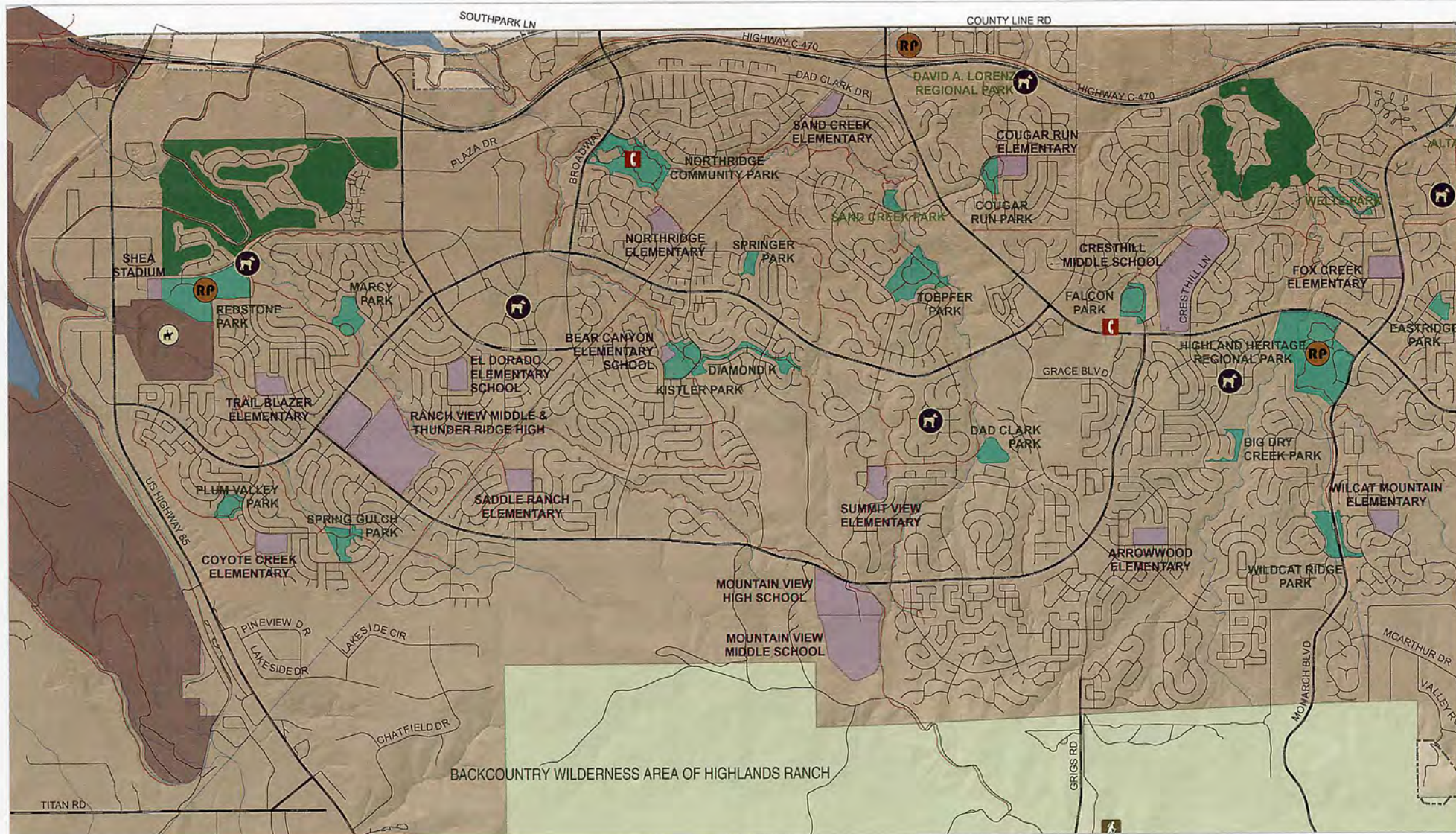
DRAFT



Legend

- | | | | | |
|---------------|-------------------|-----------------|---------------------|----------------|
| Regional Park | Recreation Center | Open Space | Private Golf Course | Douglas County |
| Dog Park | 911 Phone | Equestrian Park | Public Golf Course | Roads |
| Rock Climbing | Lakes | Park | Castle Rock | Trails |
| Streams | School Park | | | |

Highlands Ranch Parks

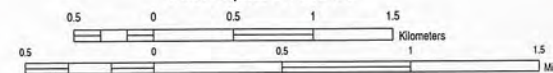


Legend

- | | | | |
|-----------------------|----------------------|---------------------|----------------|
| Dog Park | State Parks | Open Space | Douglas County |
| Regional Parks | City of Denver Parks | Private Golf Course | Major Roads |
| Equestrian Facilities | Equestrian Park | Public Golf Course | Roads |
| 911 Phone | Park | Lakes | Trails |
| | School Park | Streams | |

1:47,520

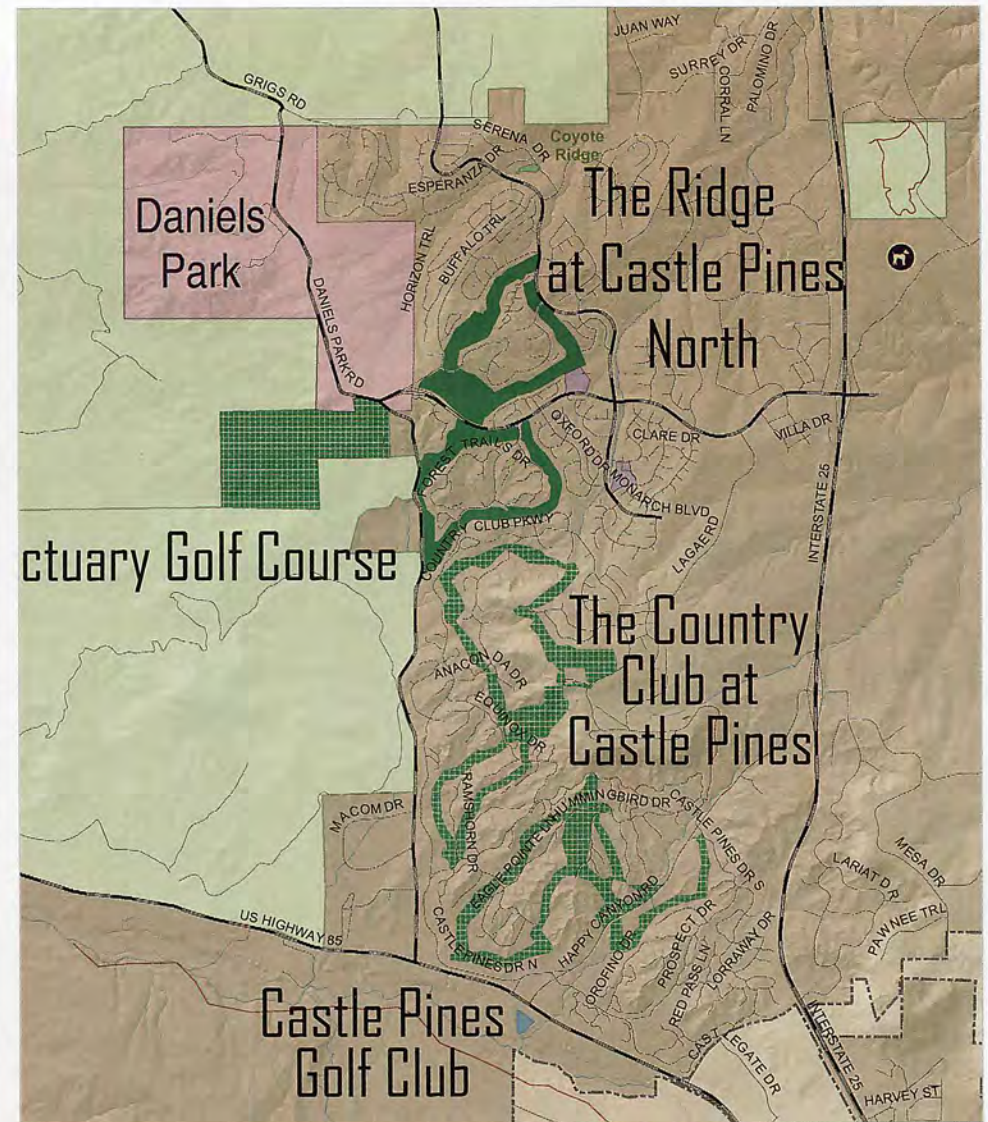
1 inch equals 0.75 miles



City of Lone Tree Parks



Castle Pines Parks



Legend

- | | | | |
|-----------------------|----------------|-----------------|---------------------|
| 911 Phone | Major Roads | Equestrian Park | Private Golf Course |
| Regional Parks | Roads | Park | Public Golf Course |
| Equestrian Facilities | Trails | School/Park | Open Space |
| Hiking | Douglas County | Lakes | Streams |
| Dog Park | | | |



1:63,360

1 inch equals 1 miles

